Visual Identity Program
Province of Nova Scotia

Identity Standards Manual

Guidelines for use and application

NOVA SCOTIA

106-06117/

INTRODUCTION

Every organization has an identity. This identity is influenced by the look of all things done by or associated with the organization—its programs, services, products, print material, advertising, signage, stationery, vehicles. Because of this profusion of elements, it is essential that a graphic system is in place to clearly and easily identify the organization as one.

The provincial Visual Identity Program (VIP) was adopted in 1982 to meet this need for a graphic identity system. It provides standards that govern the overall look, while offering flexibility, so that a clear, consistent image is conveyed. The purpose of this manual is to describe the updated Visual Identity Program and its principal elements—provincial identity mark, colours, and associated graphic and typographic styles—and to act as a guide to the specific implementation of the identity by government personnel and private-sector suppliers. The provincial Visual Identity Program (VIP) consists of the provincial identity mark, supporting typography for departmental identification, and written specifications for its application and usage to identify the Government of Nova Scotia.

All departments and divisions of the provincial government must ensure that the identity program and all of its components are used properly. The strength and integrity of the program relies on its being successfully and consistently implemented. The Province of Nova Scotia holds copyright on the components of the VIP, and their unauthorized use is prohibited. All uses of the provincial identity mark must be approved by Communications Nova Scotia, prior to final manufacture.

This manual is a revision to the Visual Identity Policy as approved by Cabinet in 1982.

NOVA SCOTIA

Visual Identity Policy

Policy Statement

It is the policy of the Government of Nova Scotia that the interests of the province with respect to the government's corporate identity on all its visual communications materials, in all media, are best served by maintaining a singular, professional design and standards policy, and that Communications Nova Scotia is accountable for the same in the form of a Visual Identity Program.

Policy Objectives

- To ensure that Nova Scotians recognize all departments and branches of their government, and that there is a singular identity for the provincial government.
- To ensure that a consistent and professional communications image is used on all publications, electronic or hard copy.
- To maintain a consistent and professional visual presence for the Government of Nova Scotia at an economical cost.

Application

All government communications officials and personnel who have authority to distribute information in electronic and hard copy and to procure signage, stationery, apparel, and products on which the government's identity is to be printed, crested, or otherwise reproduced.

Policy Directives

All departments and agencies are to comply with the Visual Identity guidelines on all their communications products.

Accountability

Communications Nova Scotia will be responsible for

1) developing and publishing design guidelines for the Visual Identity Program;
2) ensuring that the graphic design remains current with trends;
3) consulting departments and agencies on the effectiveness of proposed revisions to the program;
4) communicating the guidelines to all internal users.

All deputy ministers are responsible for

1) Informing staff of this policy and guideline;
2) ensuring conformity to the policy and guideline within their department/agency.

Monitoring

Communications Nova Scotia will

1) monitor and evaluate electronic and hard copy publications, signage, stationery, apparel, and products on which the government's identity is to be printed, crested, or otherwise reproduced with respect to this policy;
2) advise departments, agencies, and commissions of non-compliance with guidelines and, where necessary (and in consultation with departmental officials), make adjustments to bring the products into compliance.

References

Creative Credit Policy and Internet Policy and Guideline

Inquiries

Bill Westheuser, Creative Services,
Communications Nova Scotia, 424-4977

Appendices

Identity Standards Manual, www.gov.ns.ca/cmns/vip.pdf

Approvals

Approved by Cabinet in 1982 with revisions 1994, 1997, and 2002.

VISUAL IDENTITY PROGRAM

The Visual Identity Program (VIP) consists of the provincial identity mark, supporting typography for departmental identification, and written specifications for its application and usage to identify the Government of Nova Scotia. The provincial Coat-of-Arms and House of Assembly Crest are components of the identity program, with their usage having limited and restricted application. The Visual Identity Program is administered by Creative Services, Communications Nova Scotia. All departments and agencies must use the Visual Identity Program mark in all printed and electronically generated medias.

The main identifying mark for the province, and the most prominent visual element in the identity program, is our provincial identity mark. A stylized flag and provincial name logotype combine to create the provincial identity mark. The mark was modified in 2001 to update and simplify it and to make it unique, while building upon the brand equity established.

The flag image, in stylized form, is used to symbolize the government of Nova Scotia because it is an integral part of our heraldic heritage. Our flag is derived from the Shield of Arms and Coat-of-Arms, which were granted in 1625. Throughout history these elements have been used in various forms as provincial symbols.

The identity program makes use of a particular style and arrangement of lettering in combination with the identity mark to identify each department, division, or section of government. When combined, the arrangement is commonly referred to as the "VIP signature." A departmental identifier will accompany the provincial mark, in most cases, and must use the approved title as designated in the Public Service Act or statute. The words "Department of" should be used with department names that consist of a single word. Names must also follow the typographic standards and alignments outlined in this manual; efforts should be made to achieve pleasing line breaks. The Frutiger Condensed typeface is used for all provincial identity applications.

Standards for application and usage of the provincial identity mark are outlined in this manual. Correct and consistent application of the guidelines is critical to the success and integrity of the Visual Identity Program and ultimately the image of the province. The design of the mark, specifications for the elements and type, and their relative position to each other cannot be altered in any way. The provincial mark must not be distorted or combined visually with any other symbol or mark. Other imagery must never be positioned in close proximity to the mark and/or signatures, or so as to appear to be an extension of them. Good design principles should be followed to ensure that the identity is quickly and easily recognized.

Where two or more department names appear together only one mark is to be used. Where the identity mark appears in conjunction with other identities, care should be taken to ensure that the identity of each is clearly established and balanced.

The provincial identity mark must be reproduced from official versions only and obtained from Communications Nova Scotia. Any exemptions to the following standards must be approved by Communications Nova Scotia. The Province of Nova Scotia holds trademark on our marks and symbols, and their unauthorized use is prohibited.

Identity Mark and Colours

Colour is an important and integral part of the identity program. The consistent and accurate application of colour is just as important as the proper usage of the identity mark.

The official colours, and preferred colours, for the provincial signature are blue and red, with black for the department designation. The signature can also be reproduced all in one colour, where the official colours are not available, or full colour when available. Black can be used for the provincial identity mark where the correct colour is not available. Solid colours specified must never be screened or toned down. The provincial mark can be reversed out of its background, provided the background will not hinder legibility or readability of the symbol.

In lieu of generic colours shown for blue and red, you may use PANTONE® 293 and PANTONE 485, respectively, the colour standards of which are shown in the current edition of the PANTONE Color Formula Guide.

The colours shown throughout these guidelines are not intended to match the PANTONE Color Standards.

One-, Two-, and Full-Colour Versions

The standard colour application is a two-colour version using blue (PANTONE 293) and red (PANTONE 485). Four-colour process inks can be used to reproduce the two-colour version. Where required, a full-colour version of the mark is available. A one-colour version may be used in blue (PANTONE 293) or black. Reversed versions of one-colour applications are acceptable.

When possible, the Nova Scotia mark should not be used smaller than 2.5 cm (1") in width. This is to maintain legibility and quality of appearance.

2 colour - PANTONE 293 & 485

NOVA SCOTIA

Full colour

NOVA SCOTIA

1 colour - PANTONE 293

NOVA SCOTIA

1 colour - Black

NOVA SCOTIA

Colour specifications

For Blue, use PANTONE 293
C = 100%
M = 56%
Y = 0%
K = 0%

For Red, use PANTONE 485
C = 0%
M = 100%
Y = 91%
K = 0%

Reverse

NOVA SCOTIA

PANTONE® is a registered trademark.

Identity Mark and Department Names

The identity program makes use of a particular style and arrangement of lettering to identify the division of government. The symbol and type arrangement are commonly referred to as the "VIP signature." There are two basic layout forms depending on the application being used. Frutiger Condensed, upper and lower case, is the typeface used to accompany the identity mark. Frutiger Bold Condensed is used for department and division, and Frutiger Bold Condensed Italic *(italicized at 12)* for section.

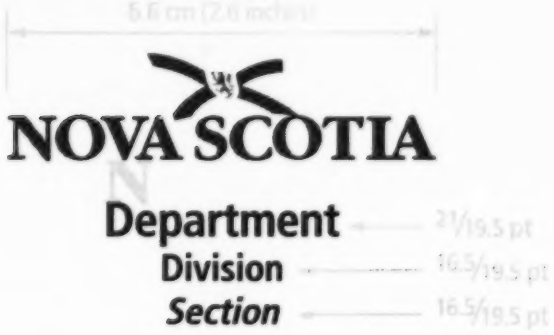
Type size standards are set for all main application items within the identity and are not to be altered. Type size standards for publications, forms, advertisements, etc., will be established based on functional requirements particular to each piece. Generally, size will be dictated by legibility factors and the audience using the particular document.

Bilingual Identity Mark

For French or bilingual applications, a version of the identity mark has been created, combining "NOVA SCOTIA" with "NOUVELLE-ÉCOSSE" below it, seperated by a line.

NOVA SCOTIA
NOUVELLE-ÉCOSSE

Mark (2 colour - PANTONE 293 & 485) + Department name (black), center alignment
Maintain proportional relationship when sizing.



NOVA SCOTIA
Department of Justice
Correctional Services
Community Corrections

Department name + Mark (1 colour - PANTONE 293), horizontal alignment

Service Nova Scotia
and Municipal Relations
Registry of Motor Vehicles

NOVA SCOTIA

Identity Mark Typography

Frutiger Condensed is the typeface used for Nova Scotia's Visual Identity Program. It is a contemporary sans serif type design that is simple, clean, and robust. Frutiger Condensed has a universal quality that makes it appropriate for many applications and is equally successful in text and display situations. It is the typeface of choice for many applications. Its lower-case letters are relatively high, compared to the capital letters, which makes it very easy to read, particularly at small sizes. Frutiger is available in a variety of weights and styles, as shown in the following samples. When specifying Frutiger Condensed typeface, ensure that the correct version is obtained.

Frutiger Condensed Bold

ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890, .,—:;"?!/()[]$

Frutiger Condensed Bold is used for personal names on business cards and compliments cards, as well the main heading title of all departments, boards, agencies, etc.

Frutiger Condensed

ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890, .,—:;"?!/()[]$

All addresses, division names, titles, etc. are set in Frutiger Condensed Regular. This applies to all stationery and forms.

PROVINCIAL SYMBOLS

Coat-of-Arms

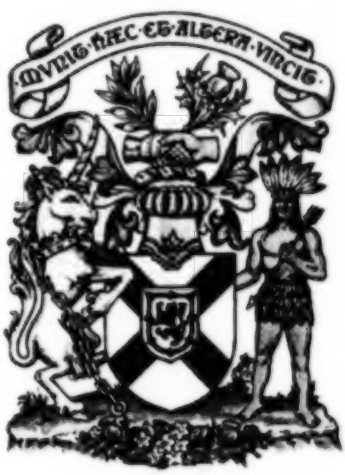
The Ancient Arms of Nova Scotia, the oldest and grandest in all the Commonwealth countries overseas, was granted to the Royal Province of Nova Scotia in 1625 by King Charles I. The Coat-of-Arms (Armorial Achievement) is rendered in its traditional form in accordance with the Grant of Arms and its attendant blazon or heraldic description. The complete Armorial Achievement includes the Arms, surmounted by a royal helm with a blue and silver scroll or mantling representing the royal cloak. Above is the crest of heraldic symbols: two joined hands, one armoured and the other bare, supporting a spray of laurel for peace and thistle for Scotland. On the left is the mythical royal unicorn and on the right a 17th-century representation of the North American Indian. Above, the motto reads: One defends and the other conquers. Entwined with the thistle of Scotland at the base is the mayflower, floral emblem of Nova Scotia, which was added in 1929.

The Arms consist of a blue cross of St. Andrew on a field of white. In the middle is a yellow shield containing a red lion rampant.

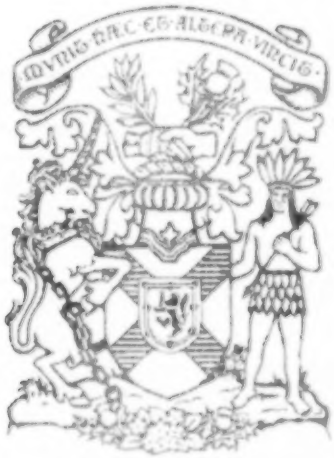
The Coat-of-Arms has limited and restricted usage. It is used in such applications as stationery of Royal Commissions, Cabinet committees, and the judiciary, Crown documents, and legislative publications.

The Coat-of-Arms must always appear as a line treatment in PANTONE 430 or in PANTONE 293. Full-colour treatment of the Coat-of-Arms is reserved for special use only, such as on proclamations and prestige publications. The Coat-of-Arms is not for general use and may not be reproduced in any form, manual or computer, without approval from Communications Nova Scotia.

Coat-of-Arms - Full colour



Coat-of-Arms - PANTONE 430



Shield of Arms

The Arms of Nova Scotia represent a unique union of the Royal and National Arms of Scotland. When King Charles I granted these Arms in 1625, it was considered a mark of royal favour. The blue cross on a field of white or silver is the cross of St. Andrew from the National Arms, but with the colours reversed. At the centre is the shield of the Royal Arms, which contains the royal lion within a double border on a field of yellow or gold.

Nova Scotians' interest in the ancient Arms languished until the province entered Confederation and undistinguished new Arms were substituted by the federal government. Resistance to the new Arms grew; and in 1921, the 300th anniversary of the province's Royal Charter, historians and scholars successfully petitioned the provincial government to seek restoration of the ancient Arms of Nova Scotia.

The Shield of Arms is considered to be in the public domain. Use of the Arms as a symbol of the Province of Nova Scotia is permitted. Applications to use the Arms in any respectful manner and in accordance with the regulations would normally be permitted. The Shield of Arms cannot be used as an authorization of government by a non-government entity. Requests for use of the Arms can be made to Communications Nova Scotia and will be addressed in a one-on-one basis.

House of Assembly Crest

The House of Assembly Crest is derived from the Shield of Arms for the province, which was originally granted by King Charles I in 1625, with the addition of St. Edward's crown at the top of the shield. The crown is part of the royal insignia chosen by Queen Elizabeth II. Also referred to as the Speaker's Shield, the House of Assembly Crest is reserved for the use of the Speaker, Deputy Speaker, leaders of recognized parties other than the official opposition, members of the Legislative Assembly, and branches of the Speaker's administration, such as the Legislative Library and Select Committees.

The House of Assembly Crest is not for general use and may not be reproduced in any form, manual or computer. No exemptions will be granted for use of the crest.

Flag

The flag of Nova Scotia was the first flag in the overseas Commonwealth to be authorized by Royal Charter. Derived from the ancient Arms granted in 1625 by King Charles I, it is a symbol of the crown in the right of the province, and its use today is determined by the Lieutenant-Governor-in-Council. It is now flown on provincial buildings and on public and private flagstaffs throughout the province.

The flag design is on a ground of silver with a Saltire Azure—blue St. Andrew's cross. The Royal Arms of Scotland is arranged as an escutcheon (within a shield shape) upon the St. Andrew's cross—gold with red lion rampant. The lion has a blue tongue and is within a double border of red. The border contains eight fleur-de-lis—one on each corner and one between each corner—each depicted top or bottom from each border starting with upper left corner up, next down, right corner up, etc., but not spanning across the borders.

The flag of Nova Scotia is considered to be in the public domain. Use of the Nova Scotia flag as a symbol of the Province of Nova Scotia is permitted. Applications to use the Nova Scotia flag in any respectful manner and in accordance with the regulations would normally be permitted. Requests for use of the flag can be made to Communications Nova Scotia and will be addressed in a one-on-one basis.